

### *Amendments to the Claims*

Please CANCEL Claims 4, 6, 26, 28, and 47 without prejudice to or disclaimer of the subject matter recited therein.

Please AMEND Claims 1, 7, 23, 29, 45, 50, and 60 as follows:

1. (Currently Amended) A method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

- receiving a request at a shopping server to view a virtual shopping location;
- displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;
- obtaining a request to enter into a store of the virtual shopping location; [[and]]
- displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping ~~server~~ server;
- receiving a request to insert the product into a virtual shopping cart, wherein the receiving of a request to insert includes storing the product into a shopping cart memory; and
- receiving a request to purchase products in the virtual shopping cart, wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

2. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes introducing a concierge to the user.

3. (Previously Presented) The method of claim 61, wherein the product is a real estate property.

4-6. (Cancelled)

7. (Currently Amended) The method of claim [[6]] 1, further comprising: shipping the purchased products using one tracking number in one shipment.

8. (Previously Presented) The method of claim 1, wherein the actual store website has one or more enhanced VR features.

9. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product in a virtual store window to emulate real-life window shopping.

10. (Previously Presented) The method of claim 1, wherein the displaying of the virtual shopping location includes displaying a product offer to emulate real-life sales advertising.

11. (Previously Presented) The method of claim 1, wherein the displaying of the store includes displaying a customer representative to assist the user in real-time purchasing of the product.

12. (Previously Presented) The method of claim 1, wherein the receiving of a request to view includes receiving a request for a 360 degree interactive view of the product.

13. (Previously Presented) The method of claim 61, wherein the presenting of the product includes displaying a product information sheet received from a product information database.

14. (Previously Presented) The method of claim 1, further comprising: receiving a request for a price comparison, a product comparison, or a merchant offer.

15. (Previously Presented) The method of claim 1, further comprising: retrieving information data from a product comparison database and displaying the information data to the user.

16. (Previously Presented) The method of claim 1, further comprising: storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

17. (Previously Presented) The method of claim 16, further comprising:  
receiving a request from a merchant website to obtain the clickstream data.

18. (Previously Presented) The method of claim 16, further comprising:  
automatically displaying product cross-selling information or product offers and information to  
the user based upon the stored clickstream data.

19. (Previously Presented) The method of claim 1, further comprising:  
receiving a request at the shopping server to personalize the shopping location.

20. (Previously Presented) The method of claim 1, further comprising:  
receiving a request at the shopping server to link-up with at least one other user.

21. (Previously Presented) The method of claim 1, further comprising:  
presenting a shopping game to the user computer.

22. (Cancelled)

23. (Currently Amended) An apparatus for a user to shop online in a three  
dimensional (3D) virtual reality (VR) setting, comprising:  
means for receiving a request at a shopping server to view a virtual shopping  
location;

means for displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;

means for obtaining a request to enter into a store of the virtual shopping location; [[and]]

means for displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping ~~server~~ server;

means for receiving a request to insert the product into a virtual shopping cart, wherein the means for receiving a request to insert includes means for storing the product into a shopping cart memory; and

means for receiving a request to purchase the at least one product in the virtual shopping cart, wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

24. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for introducing a concierge to the user.

25. (Previously Presented) The apparatus of claim 62, wherein the product is a real estate property.

26-28. (Cancelled)

29. (Currently Amended) The apparatus of claim [[28]] 23, further comprising: means for shipping the purchased products having one tracking number in one shipment.

30. (Previously Presented) The apparatus of claim 23, wherein the actual store website has one or more enhanced VR features.

31. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product in a virtual store window to emulate real-life window shopping.

32. (Previously Presented) The apparatus of claim 23, wherein the means for displaying the virtual shopping location includes means for displaying a product offer to emulate real-life sales advertising.

33. (Previously Presented) The apparatus of claim 62, wherein the means for displaying the store includes means for displaying a customer representative to assist the user in real-time purchasing of the product.

34. (Previously Presented) The apparatus of claim 62, wherein the means for receiving a request to view includes means for receiving a request for a 360 degree interactive view of the product.

35. (Previously Presented) The apparatus of claim 62, wherein the means for presenting the product includes means for displaying a product information sheet received from a product information database.

36. (Previously Presented) The apparatus of claim 23, further comprising:  
means for receiving a request for a price comparison, a product comparison, or a merchant offer.

37. (Previously Presented) The apparatus of claim 23, further comprising:  
means for retrieving information data from a product comparison database and means for displaying the information data to the user.

38. (Previously Presented) The apparatus of claim 23, further comprising:  
means for storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

39. (Previously Presented) The apparatus of claim 38, further comprising:  
means for receiving a request from a merchant website to obtain the clickstream data.

40. (Previously Presented) The apparatus of claim 38, further comprising:  
means for automatically displaying product cross-selling information or product offers and  
information to the user based upon the stored clickstream data.

41. (Previously Presented) The apparatus of claim 23, further comprising:  
means for receiving a request at the shopping server to personalize the shopping location.

42. (Previously Presented) The apparatus of claim 23, further comprising:  
means for receiving a request at the shopping server to link-up with at least one other user.

43. (Previously Presented) The apparatus of claim 23, further comprising:  
means for presenting a shopping game to the user computer.

44. (Cancelled)

45. (Currently Amended) An apparatus for a user to shop online in a three  
dimensional (3D) virtual reality (VR) setting, comprising:

a shopping server;

a virtual shopping location displayer coupled to the shopping server to display  
a virtual shopping location on a user computer in a 3D interactive simulation view via a web  
browser to emulate a real-life shopping experience for the user, the virtual shopping location  
having at least one store;



a store requester coupled to the shopping server, the store requester to request to enter into a store of the virtual shopping location; [[and]]

a website displayer coupled to the store requester, the website displayer to display an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping ~~server~~ server;

a shopping cart memory coupled to the shopping server to store the product if the user wants to purchase the product; and

a purchase requester coupled to the shopping server to receive a request to purchase the product in the virtual shopping cart, wherein the products are from different stores.

46. (Previously Presented) The apparatus of claim 45, further comprises comprising: a concierge introducer coupled to the shopping server.

47-48. (Cancelled)

49. (Previously Presented) The apparatus of claim 63, wherein the product is a real estate property.

50. (Currently Amended) The apparatus of claim [[47]] 45, further comprising: a product shipper coupled to the purchase requester.

51. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes a window displayer to emulate real-life window shopping.

52. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes a product offer displayer.

53. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes at least one customer representative.

54. (Previously Presented) The apparatus of claim 45, wherein the shopping server includes an interactive viewer, the interactive viewer allows the user to view a 360 degree VR interactive view of the product.

55. (Previously Presented) The apparatus of claim 45, further comprising: a clickstream data storer coupled to the shopping server.

56. (Previously Presented) The apparatus of claim 55, wherein the clickstream data storer is coupled to a merchant website requester.

57. (Previously Presented) The apparatus of claim 45, further comprising: a link-up requester coupled to the shopping server.

58. (Previously Presented) The apparatus of claim 45, further comprising: a shopping game presenter coupled to the shopping server.

59. (Cancelled)

60. (Currently Amended) A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform a method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, said method comprising:

receiving a request at a shopping server to view a virtual shopping location;

displaying the virtual shopping location on a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, the virtual shopping location having at least one store;

obtaining a request to enter into a store of the virtual shopping location; [[and]]

displaying an actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location and wherein the actual store website is independently managed by the store and does not reside on the shopping ~~server~~ server;

receiving a request to insert the product into a virtual shopping cart, wherein the receiving of a request to insert includes storing the product into a shopping cart memory; and

receiving a request to purchase products in the virtual shopping cart, wherein the products in the virtual shopping cart are from different stores of the virtual shopping location.

61. (Previously Presented) The method of claim 1, further comprising:  
receiving a request to view a product; and  
presenting the product in a 3D interactive simulation view to emulate a real life  
viewing of the product.

62. (Previously Presented) The apparatus of claim 23, further comprising:  
means for receiving a request to view a product; and  
means for presenting the product in a 3D interactive simulation view to  
emulate a real-life viewing of the product.

63. (Previously Presented) The apparatus of claim 45, further comprising:  
a product requester coupled to the shopping server, the product requester to  
request to view a product; and  
a 3D VR product presenter coupled to the product requester, the 3D VR  
product presenter to present the product in a 3D interactive simulation view to emulate a real-life  
viewing of the product.

64. (Previously Presented) The apparatus of claim 45, wherein the actual store  
website has one or more enhanced VR features.

65. (Previously Presented) The method of claim 60, further comprising:  
receiving a request to view a product; and

presenting the product in a 3D interactive simulation view to emulate a real life viewing of the product.

66. (Previously Presented) The method of claim 60, wherein the actual store website has one or more enhanced VR features.